

## Agripreneurship as a sustainable panacea of food security; an emerging issue

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Agripreneurship is an efficient tool to cope with food security issues worldwide. A questionnaire-based study was executed to analyze the trend in people regarding the role of Agripreneurship in minimizing food security issues. The statistics enclosed 499 scholars arbitrarily nominated from different institutions District of Bahawalnagar, Province Punjab. The selection of these areas is reasonable owing to a huge degree of youth joblessness, the eminence of smallholdings and a great numeral of private enterprises and non-government organization that hugely interfere in decreasing youth joblessness. A questionnaire-based study was carried out through an academic group comprising a lecturer and professor, besides student demonstrative assistance. Out of all listed participants, 499 of 18-35 years old were selected haphazardly for data acquisition. Principal statistics were obtained using smartphones furnished with the Open Data Kit (OKD) data gathering software. Participants were located at their institutions, workstations or homes. A question-based survey was executed to gather data that handled a board of specialists. The pairwise assessment established the rationality of the data, and a small scale verified its consistency. The collected data was analyzed and PLS (3.3.3) and SPSS (20.0) softwares, correspondingly.

**Keywords:** Participants, questionnaire, smallholdings, youth joblessness, workstations.

### INTRODUCTION

Historically, food security is an issue of prime importance for low-income individuals and governments. Agripreneurship is derived from two words; "agri" means agriculture and "preneur," shows a brief form of "entrepreneurship" (Bashir and Musa, 2020). Hence, "agripreneur" is well-described as a businessman or person mainly involved in agriculture or agriculture-linked activities (Simbeko *et al.*, 2023). Agripreneurship is a profitable mixture of farming and business doings in agriculture that converts a smallholding into an agribusiness initiative. Possible features of entrepreneurship are desired for human investment to help the public by plummeting joblessness and, eventually, growing people's earnings and resource effectiveness for maintainable

growth (Dhahri *et al.*, 2018). In comprehensive form, Agripreneurship comprises customary actions such as the delivery of agricultural inputs, crop production, handling, storage, and distribution of farm yield in the community. It, too consists of up-to-date business activities such as starting and increasing an agro-business, altering business approach, unions and achievements, business inventions, and danger-taking in circumstances of untrustworthy farming (Singh and Misra, 2021). Generally, agripreneurship emphasises on encouraging entrepreneurship services among separate farmers and generating entrepreneurial activities in agriculture production. Attraction aspects inspire Agripreneurs, are profit-based, have collaboration and interacting abilities, are planned intellectuals, need to expand agroindustry, and mark widespread usage of accessible

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market capacities, skills, and capitals. They are too precisely skilled and agriculturally well-informed, ready to contest, capable of contacting value-added marketplaces, have probable entrepreneurial chances, product and market novelties, ethical business administrative abilities, and a great proclivity to take dangers. Moreover, they are enthusiastic, have robust marketplace relations, and have sturdy delivery chains (Choudhury and Easwaran, 2019). Agripreneurship activities have attained significant admiration for their impact on socio-economic improvement. Agripreneurship adds a lot in the form of enhanced yield, augmented food security, poverty decrease, the generation of jobs for rural areas and incomes, increased tax returns, higher income to growers, enhanced well-being, financial development, the assistance of non-farm reserves, particularly in countryside areas, protection of ecologies, and the development of entrepreneurial abilities (Ouko and Ogola, 2022). Shane *et al.* (2000) emphasise the necessity to consider the differences in the worth of entrepreneurial chances that different populations identify. It reveals a tendency to retort to the conditional signs of actions, chances, and unbalanced features that differentiate specific people from the public (Singh and Misra, 2021). This difference creates the latest assistances that energize the market procedure and may turn into innovative undertakings, prevailing initiative development, or creating businesses inside a current business (Fitz-koch *et al.*, 2018). Despite this, customary entrepreneurship investigation has mostly overlooked the agricultural division, most probably owing to the difficulty of market guideline processes and the kind of farming actions. Agripreneurship works in a complicated and multipurpose atmosphere. There are numerous fascinating questions about agripreneurship (Kazungu and Kumburu, 2023). The connection between food security and agripreneurship is progressively becoming a research curiosity among researchers. The agricultural sector is mainly under smallholder growers, with firm opposition and old-style ways of farm activities; however, agriculture is yet delivering momentous entrepreneurial chances such as novelties in new foodstuffs, business procedures, and marketing doings that can improve food security (Akron and Kotu, 2022).

Despite numerous aids, the contribution to agroindustry is yet in its initial stages. This less sharing in agroindustry is mostly credited to low commodities production, resulting in food insufficiency in the country. Past research work (Mwingira *et al.*, 2022; Ramushu, 2021) disclose numerous obstructions to contribution in agripreneurship, which comprise deficiency of investment, practical help, reach to market and monetary knowledge, extension facilities, and the occurrence of ecological aspects like rainstorms. To turn the agricultural business into further charming and to fascinate additional agripreneurs, the government is taking stern initiatives such as relaxing labour rules, familiarizing abridged interest rates, and applying encouraging guidelines and plans such as the

2008 National Agricultural Marketing Policy and programmes such as "politics means agriculture", "food as a matter of life and death", "agriculture is life," and agricultural first" (Ismail *et al.*, 2022). These enterprises are intended to grow agricultural yield by producing eye-catching investment chances, thus consolidating the republic's food security. In the proposed research, we evaluate the involvement of agroindustry in food security. We also try to display how the associations between farmers' entrée to marketplaces, entrepreneurial teaching and capacity building and entrepreneurial growth rely on sustainable food security and agricultural yield in the form of their access, obtainability, consumption, and constancy.

## MATERIALS AND METHODS

The statistics practiced enclosed 499 scholars haphazardly nominated different Bahawalnagar district, Province Punjab institutions from October-November 2020. The selection of this area is vindicated by the great intensity of youth joblessness, the fame of smallholdings and a huge numeral of private enterprises, NGO programs and government programs which interfere with decreasing youth joblessness. To carry out the questionnaire-based study, an academic group comprising a lecturer and professor, besides student demonstrative assistance, was devised, which recognized and formulated a catalogue of 1460 students deprived of even endeavour in farming. Of these, 499 participants aged 18-35 were selected haphazardly for data acquisition. Principal statistics were obtained using smartphones furnished with the OKD data-gathering software. Participants were located at their institutions, workstations or homes.

**Exploratory Factor Analysis:** (EFA) was practiced to determine a dimension's feature configuration and scrutinise its inner trustworthiness. Moreover, model superiority was increased through every element having a loading coefficient lesser than 0.5 to clarify the concept. To gather data, a question-based survey tackled a board of specialists. The pairwise assessment established data rationality, and a pilot study verified its consistency. A principal segment of the questionnaire-based taken socio-economics and demographic factors such as sex, age, participation in a nongovernmental association, land access, monthly earnings, schooling level, rate of parental backing in earnings, parental participation in agricultural action, consciousness of farming enterprises evolving in their society, and youth farming awareness as a basis of service. In the second portion of the study, we considered planned, resourceful, emotional and communicative capabilities, which were the utmost to show key aspects from the past study behind the countryside youth's entrepreneurial purpose to institute small and medium enterprises in undeveloped republics, and precisely, in countryside regions. The factors included in this research were assessed through multi-layer dimension rules enthused



by earlier experimental research work in farming entrepreneurship (Pindado and Sanchez, 2017). Furthermore, the benefit of such kind of gauge is that it reduces experimental mistakes, hence increasing the rationality and credibility of the survey-based study. Correspondingly, the collected data were separated and analyzed through SPSS 20.0 and Smart PLS 3.3.3 software.

## RESULTS

At this stage, the research reveals the outcomes among respondents' expressive measurements, the mean value of factors practiced in an experimental model, and findings from SEM-PLS analysis 4.1.

Of the 499 questioned scholars, 31.46% were females, while 68.54% were males (Table 1). The earlier could be problematic for women's accessibility in the survey period due to their domestic tasks regarding housework, childcare, and the household overall. According to the International Labor Organization, the difference between male and female incomes is as great as 40% in countryside regions; rural

women have to perform an unequal portion of voluntary domestic work, unknown nor paid. When unpaid and paid work hours are pooled, women spend much longer than men in domestic activities (Ataei *et al.*, 2020). This impacts their liberation time for other communal growth actions.

The outcomes shown in (Table 2) approved that the statistics practiced in the current research work fulfilled the necessities of variable examination based on Barlett statistics and Kaiser Meyer Olhkin (KMO). The KMO statistics of the reserved 5 constituents were over 0.7, showings that the element association was not an identity matrix. The inter-item associations were not equal to zero. The entire nominated substances had great commonalities, displaying a robust inter-item correlation.

Results (Table 3) showed that the mean value for gender was 73, mean age value was 25 years, 75% were married, while the Agribusiness desirability mean was lowest, i.e., 3.60.

Results of (Table 4) revealed that the level of agribusiness desirability among youth is maximum (Male=3.45, Female=3.81) with a significant alteration between them by residential area and gender living, which is greater than the

**Table 1. Sample distribution.**

Site Surveyed	Area	Female	Male	Total
Faqrwali	Town	17	62	79(15.83%)
Dunga bunga	Town	47	75	122 (24.45)
Khichiwala	Rural	52	106	158 (31.66%)
Shahbazwala	Rural	41	99	140 (28.06%)
Total		157(31.46%)	342(68.54%)	499 (100%)

**Table 2. Kaiser Meyer Olhkin test for factor analysis.**

Site Surveyed	PsyComp	StratComp	OrgComp	ComComp	OppComp
KMO	0.793	0.749	0.842	0.760	0.700
Chi-square test	672.19	649.64	1366.61	582.18	701.11
Significance (p-value)	0.000	0.000	0.000	0.000	0.000
Communality ranges	0.517–0.729	0.537–0.752	0.572–0.686	0.562–0.641	0.601–0.756

**Table 3. Descriptive analysis and variables modalities.**

Variable's Description and Modalities	Count (N=499)	Mean	Std. Deviation
Gender/Male (%)	376	73	41.8%
Mean Age (years)	27	25	24
Married (dummy%)	107	75	38.17
Agribusiness desirability (mean)	499	3.60	48.3

**Table 4. Average values of entrepreneurial potential variables were used.**

Variable's description and modalities	Obs.	Min.	Max.	Male	Female	Rural	Urban	(z-Stat)
Agribusiness desirability	499	3.67	5	3.45	3.64	3.54	3.81	22.96**
Psychological competencies	499	2.00	5	3.34	3.51	3.39	3.83	22.96**
Strategic competencies	499	1.00	5	3.28	3.18	3.21	3.37	10.06**
Organizing competencies	499	2.25	5	3.36	3.50	3.32	3.92	22.78**
Communication competencies	499	2.00	5	3.52	3.47	3.40	3.91	18.98**
Opportunist competencies	499	1.00	5	3.10	3.11	2.78	3.28	0.87**

Note: \*\*\* significant at 1%. The figures in parentheses represent the standard deviation



average. Youth respondents possessed a considerable degree of psychological competencies (Male=3.34, Female=3.51) which suggests that they are expressively self-assured and inspired for achievement. They are strategically at (Male=3.28, Female=3.18), which shows that they possessed important information on organization and accounting. Young respondents are expressively systematized (Male: 3.36, Female: 3.50), particularly in mobilizing fiscal and human resources. They are informally capable in education and familiarizing (Male: 3.52, Female=3.47). They possessed a small level (Male=3.10, Female=3.11) and were not noteworthy in inventiveness and entrepreneurial attentiveness.

## DISCUSSION

Numerous research works have handled the entrepreneurial perspective problem with the purpose of initiating small and medium enterprises in a rural background. The current research reveals that the key psychological forecaster constituents of youth's agroindustry attractiveness were psychological competency in self-assurance and inspiration to advancement. Factually, by concentrating on a theoretical prototypical of entrepreneurial capabilities and their influences on countryside youth's meaning to initiate small and medium enterprises, the research work of [Ataei et al. \(2020\)](#) verified the identical indication by representing that attentiveness, interacting ability, and uniqueness, broadmindedness of uncertainty, and market examination abilities were key forecasters of rural youth's purpose to start SMEs. Moreover, augmented-interest rates, acknowledgement selections and assurances are compulsory for credit candidates. Therefore, it is slightly bits thought-provoking for young people to get advances in entrepreneurial industries assuming their deprived communal monetary features, administrative background, and monetary organizations, which are boundaries sometimes and do not possess frequently sufficient credit bundle for young people to initiate a farming undertaking and considered by a dreadful awareness of young people regarding credit organization. Though, researchers ([Ephrem et al., 2021](#)) showed that youths in South Kivu observe agroindustry as an informally appreciated and sustained occupation and are additionally strong. Therefore, youth with mental wealth: confidence, sureness, and hopefulness, joined with a significant constructive part of youth establishing competency on agroindustry attractiveness inside a fiscal and human resources mobilization capability, are probable to initiate farming doings. The outcomes were supported by [Ezeh et al. \(2019\)](#), who claimed that to lessen doubt and uncertainty and to encourage the interchange of thoughts and resource mobilization wanted to form innovative businesses; politicians should inspire and enable networks between current and start-up businesspersons. The grades, too, show

that persons who perceive worthy chances in the region where they reside are greatly inspired to initiate self-business in the farming division. A politician's strategy can be planned to improve the ability to identify and determine business chances in farming. Conferring to ([Sinyolo et al., 2018](#)), the deficiency of resourceful entrepreneurship capability in seeking knowledge and identifying marketplace chances can be advanced and encouraged for noteworthy food security. Moreover, being conscious of farming enterprises and seeing them as an earnings basis was completely connected with agricultural development in South Kivu.

Moreover, the youth interviewed show diverse business capabilities and agroindustry attractiveness stages to their sex and residence places. Because of reality, approaches to growth conveniences, such as learning facilities and liberation doings for the young, are unequal in the urban and countryside parts ([Afthanorhan et al., 2021](#)). The identical outcomes were noted by ([Narubodee et al., 2021](#)) and are appropriate in the background of South Kivu where discouragements are connected to marketplace letdown, where occupation direction is restricted or not willingly accessible, and a person's thoughts may become highly serious aspect in deciding agroindustry.

**Conclusion:** The current research work has showed that agriprenurship practices could solve to problem of food security by guaranteeing food presence, obtainability, and being economically feasible. There are undoubtedly many options to cope with the food security issue, but agro-industry is the most important among the available plans the government is ready to start. Therefore, it is suggested to the politicians that they frame rules that centre on demand-side and supply-side aspects by allowing agripreneurs to find a store in a community. Moreover, rules should inspire the shopkeeper to aid susceptible customers with domestic expenditure command, and conveyance is desired as that will guarantee obtainability, inexpensiveness, and entrance. The government should pass rules and plans permitting customers to factory factories at old-style marketplace openings that are not merely operative at receiving commodities to customers in necessity but also to guarantee their self-respect and capability to mark personalized dietary selections. Moreover, agripreneurs are advised to improve their information and services to reach well in time information through phone, ICT tools, radio and TV. Besides, there are physical activities on farming entrepreneurship, novelties, and skills, which are vital in inspiring profitable agribusiness, which guarantees augmented crop yield and food security in agricultural societies.

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